

Rosenbaum Bros.

A Straightforward Business.

Making a bid for popular patronage needs no diplomacy, finesse or sharpness in its management. Plain, clean, honest methods are what the public tie to.

These methods you will find in force here at all times. We attribute our success in a great measure to their practice.

We are here to serve you faithfully; want this store to be pointed out and spoken of as the place where all classes of the community may come and feel that they are being dealt with in absolute fairness.

All ready for the Spring business now; got a store full of bright, new merchandise to tell you about.

Black Goods Section.

No woman's wardrobe is complete without at least one black dress; and, besides, this is a black goods year. What a handsome, satisfactory lot of new weaves we're showing, too! Blistering, Bulging Treasures, Plain and Figured Brilliantines, Rich, Eccentric Brocades, Effects on a Satin Ground and at prices to pleasantly surprise you.

38-inch Brilliantine, pretty, neat designs, sold elsewhere at 50c. We are only asking 37c per yard.

40-inch Figured Jacquard—these goods are cheap at 89c, but we only ask 75c per yard.

46-inch all-wool Imported Serge at 50c. They are considered cheap at 69c.

46-inch all-wool Grenadines, perfect gems, at 75c per yard.

45-inch all-wool Henrietta—the 75c kind. We only are asking 60 per yard.

Laundered Shirt Waists.

Our Shirt Waist output last season is a matter of history. We've made preparations to double the sale this season. Months ago we began laying the lines; the big advance shipments are all on sale now. This store is the depot for Shirt Waist supplies; got a royal stock of you to pick from. The best is never too good for our public and we've got the best of each kind and nearly all the kinds.

Twenty dozen Ladies' Percale Shirt Waists, perfect fit, at 50c.

Ten dozen Ladies' Percale Shirt Waists, all sizes, beautiful assortment, the 81 kind, at only 80c.

Twenty dozen fine grade Percale Shirt Waists in all the new designs, such as Persian, plain linen and lovely striped and figured patterns, at \$1.25, \$1.50 and \$1.75.

A Lace Curtain Event.

That's what we name it; that's what it is. It's an event in money-saving importance to you. It's the one time in the round year when we put our Lace Curtain stock on a very narrow margin of profit and give you a benefit which you always appreciate. We don't make much money, but we sell more curtains and it is a good advertisement for the department. The choicest will go first, of course; they always do in a sale of this kind.

Lot No. 1.—24 pairs Nottingham Lace Curtains, 3 yards long, at 75c per pair.

Lot No. 2.—24 pairs Nottingham Lace Curtains, 3 1/2 yards long, at 85c per pair.

Lot No. 3.—24 pairs Nottingham Lace Curtains, 3 1/2 yards long, at \$1 per pair.

Lot No. 4.—24 pairs Nottingham Lace Curtains, 3 1/2 yards long, at \$1.25 per pair.

Lot No. 5.—24 pairs Nottingham Lace Curtains, 3 1/2 yards long, at \$1.50 per pair.

We have a few lots of two pairs each that we have reduced 25 per cent.

Notwithstanding our prices are much lower than you can buy elsewhere, we include with all our lace curtains a five-foot pole, in ash, walnut or cherry, with all the trimmings, for which we make no charge.

It is Umbrella Weather Now.

Every day in the week, every hour in the day. April has a way of catching one out in the wet—no umbrella!

Here is a handy one you can carry, rain or shine. It is a tight roll, neat appearing affair, no bulkier than a cane, with silk top or half and half, from 98 cents to \$3.50 and a half dozen prices between.

We have just bought 200 Twilled Gloria Silk Umbrellas, with fine Dresden handles, mourning handles and numerous other kinds of handles. These are well worth \$1.50 apiece. We will close them out at \$1.

Millinery! Millinery!

The rush still continues in our Millinery Department, and why? Because we carry the best and largest assortment of Trimmed and Untrimmed Hats, Flowers, Feathers and Ribbons, at prices way below any in the city.

ROSENBAUM BROS.

26 Salem Ave.

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REMEDY FOR POTATO BUGS.

A Norfolk and Western Man Makes a Grand Discovery.

A well-known employee of the Norfolk and Western offices has (or had) quite a promising prospect for a garden until a day or so ago, when the inevitable Colorado beetle "put in a claim," to use a railroad term, on the potato department of said garden.

The proprietor, who is a deep thinker, meditated thoughtfully, calculating carefully whether it would be best to get the Dutchman's preparation and feed it to the bugs individually, extract their teeth or give them Paris Green. The latter process, while quicker than the former, was, he considered, dangerous to his neighbors and he began to feel himself in a quandary, when a bright idea came into his head and before he would give it time to cool he carried it into execution by pulling up all the potato plants and throwing them with the bugs attached into the street.

He instantly told "one of the boys" about it, remarking he was afraid the bugs would attack his tomatoes and beans, which were of more value than the potatoes.

With this innate modesty characteristic of railroad men, the "boys" in the office refrain from saying anything about it, his mode of farming to the embryo gardener, and the same article (modesty) forbids us mentioning the gentleman's name.

Within the Reach of All.

OUR prices are now so low and our terms so very easy on planes, O'Kays, guitars, mandolins, or anything in the musical line that it is now possible for every family to have an instrument.

No middlemen's profits to pay; no notes to sign. Manufacturers' branch house. Richmond Music Co., C. T. Jennings, manager, 22 Salem avenue.

The Man For the Business.

CALL on Captain Tuley J. Mitchell, No. 8 Campbell avenue, opposite the Perry building, for the renting or purchase of real estate. He has a fine list of houses for rent or sale and also solicits the agency for business in either line. His experience as city assessor makes his judgment particularly valuable as to the title or price of real estate.

To-morrow at Noon.

PROF. GENTRY'S Dog and Pony Show, which is to exhibit in this city to-morrow, will give a street parade, starting at noon and parading through the principal streets of the city. It will be a handsome, unique display of pretty dogs and ponies and all the little ones should be on hand to see it.

GOOD NEWS FOR ROANOKE PEOPLE.

\$2,000 Worth of Goods Yet to Be Closed Out at About One-Half the Usual Price.

OWING to a misunderstanding the purchaser declined to take the J. O. Hobbs stock at the price agreed upon, and the slaughter sale will be continued.

All-wool \$7.50 macintoshes for \$3.75.

\$6 macintoshes for \$3.